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Concordia University, St. Paul 2024 Nonpartisan Democratic Engagement Action Plan

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Executive Summary:

This nonpartisan democratic engagement action plan was developed by Concordia University, St. Paul in Minnesota for the 2024 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2024 election. The goals for Concordia University, St. Paul for the 2024 election are to expand student voter registration rates and increase student voter turnout. Concordia University St Paul will strengthen and expand our voter engagement efforts on our campus through creative marketing strategies, student life events and peer-to-peer student voter outreach efforts. These efforts will reach every traditional student at CSP utilizing existing key campus programming events such as Student Leadership day, residence life meetings, Commuter Program luncheons, and our new student Orientation.

Leadership:

Our leadership team includes the following, campus groups, and organizations:

Kelly Matthias – Director, Center for Student Engagement
Loc Luong – Assistant Director of Student Activities
Denya Jada – Student Senate President
Marte Marshall – Assistant Director of Residence Life
Kevin Hall – Vice President Academic Affairs
Davaris Cheeks – Director of Chatman Diversity Center

Commitment:

Concordia University, St. Paul's current President Dr Brian Friedrich has signed the ALL IN Presidents' Commitment to Full Student Voter Participation. In addition, our campus community is committed to engaging students in nonpartisan democratic engagement work throughout all facets of our programs. Curricular programs will release students from class on November 7th in order to encourage students to go out and vote. Co-curricular programs will encourage student voter registration and civic participation throughout fall semester through campus programs and social media marketing campaigns.

CSP's mission is to prepare students for thoughtful and informed living, for dedicated service to God and humanity, for enlightened care of God's creation, all within the context of the Christian Gospel. As a key factor of thoughtful and informed living, CSP encourages students to make their voice heard through our democratic elections process. This will be communicated to CSP students through campus-wide communications during fall of 2024 as well as posted on our campus portal and website.

Landscape:

Concordia University, St. Paul is a private 4-year institution and joined the ALL IN Campus Democracy Challenge in 2017. Our institution is designated as the following: Minority-Serving Institution, Asian American and Native American Pacific Islander-Serving Institution.

Our campus demographic and voting data:

Concordia University, St. Paul has 5,585 students.

Concordia University St Paul enrolls 5,443 students as of Spring 2024. We have 1,571 traditional undergraduate students at our DII institution and we have one of the most racially diverse private college campuses in the state of Minnesota. Our student body is now 51.1% students of color, including 20.7% african american and 13.2% asian/pacific islander, and 10.2% hispanic students. In addition, CSP has 45% Pell-eligible students, showcasing how we have strived to make a private education affordable for students with a wide range of socioeconomic backgrounds.

Concordia University, St. Paul has authorized the National Study of Learning, Voting, and Engagement (NSLVE) and will receive campus voting data for the 2022 election in fall 2023. Our NSLVE authorization runs through 2033.

Our 2020 campus voting rate was 75.5%.

Our 2020 campus voter registration rate was 87.6%.

Our 2018 campus voting rate was 55.8%.

Our 2018 campus voter registration rate was 81.3%.

Concordia University, St. Paul has been recognized by ALL IN with the following seals of recognition for past elections: 2016 Silver, 2018 Platinum, 2020 Gold.

Concordia University, St. Paul participates in the following initiatives to support the development and implementation of our nonpartisan democratic engagement efforts on campus: National Voter Registration Day (2022); National Voter Education Week (2020, 2022).

CSP will be advertising the MN election laws which can be accessed here:
<https://www.sos.state.mn.us/elections-voting/register-to-vote/im-a-college-student/>

CSP supports the full state of MN election calendar which can be found here:
<https://www.sos.state.mn.us/election-administration-campaigns/elections-calendar/>

We also acknowledge and highlight how residential students can vote just down the street from campus at the Jimmy Lee Recreation Center. Commuter students are encouraged to find the polling place for their home address here: <https://pollfinder.sos.state.mn.us/>

Goals:

Our institution's nonpartisan democratic engagement goals are:

- Increase student voter turnout rate to 78% in 2024 and 79% in 2026.
- Increase student voter registration rate to 89% in 2024 and 90% in 2026.
- Add voter registration to new and transfer student orientation for fall 2024.
- Host voter registration events in conjunction with Voter Registration day and National Voter Education week
- Better incorporate voter engagement efforts into academics through sharing voter registration information with all faculty
- Better educate students about election engagement options including where they can vote, how they can vote, and where to find information on candidates and issues

Strategy:

Concordia University, St. Paul will implement these concrete programmatic strategies to increase nonpartisan democratic engagement and student voter participation.

Timeline:

August 2024

- August 26th: Student Leadership Day - over 100 CSP student leaders will be trained in how to facilitate peer-to-peer voter engagement efforts and strategies for the upcoming fall semester and beyond
- August 29th: Orientation - all new first-year students and transfer students will attend our Academic and Engagement resource fair and be asked to complete a "badge". One of the items on the badge they complete will be answering whether they are registered to vote and if not, if they would like help on getting registered to vote. Our Comet's Crew

Orientation leaders will follow up with all students who indicate they would like assistance.

September 2024

- September 17th: Voter registration day tunnel tables - student senate leaders will staff our “tunnel” tables to distribute t-shirts to every student who is already registered to vote and those who register that day

October 2024

- October 9th: Commuter Luncheons - All commuters in attendance will be invited to register to vote during this 45-minute luncheon and we will have Voter fellows there to assist with any questions
- Oct 7-11, 2024: Voter Registration Week event & tunnel giveaways staffed by Voter Registration fellows; We'll run events like “Bubbler's for Ballots” and marketing campaigns to register students to vote
- October 7th: First campus-wide email will be distributed to students with links to register students to vote and how to find their polling locations

November 2024

- November 4th: Second campus-wide email will be distributed to students with links to register students to vote and how to find their polling locations
- November 5th: Residence Life staff will walk residential students to the local polling place (2 blocks from campus); Student Senate/Voter Fellows will distribute “I VOTED” stickers on campus in multiple locations to raise election day awareness

Evaluation:

We will evaluate our action plan in the following ways:

Concordia University, St. Paul will use the National, Study of Learning, Voting, and Engagement to evaluate the increase of student voting by comparing our campus voter turnout and voter registration rates to past elections to measure progress on increasing both.

In addition, we will evaluate student participation and engagement through our student engagement software, Suitable.

Reporting:

Our campus action plan will be posted on our campus page on ALL IN's website <https://allinchallenge.org/campuses/concordia-university-st-paul/>.

Our institution has given ALL IN permission to publish our past NSLVE reports, which can also be found on our campus page above.

In addition, it will be posted on our campus voter engagement website which can be found at <https://www.csp.edu/student-life/campus-voter-engagement/>

Lastly, it will be shared with our administration and our student life team.